

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	15 June 1999
Name of applicant/court:	Comptroller of Customs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Private 148
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Milcap Media Group
Author:	Not Applicable
Format:	Magazine
Country of Origin:	Not Stated
Languages:	English, German, French, Spanish, Swedish, Italian

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Components of film originally examined: Not Applicable.

Feature:	Running time:
Trailers:	Running time:
	Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

Display Conditions:

Either

That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept and

That the publication must be publicly displayed only in a sealed package and

That where the publication is publicly displayed in a package, the package must be made of opaque material.

Or

That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept and

That the publication must be publicly displayed only in a sealed package and

That the publication must be publicly displayed only in premises, or a part of premises, set aside for the public display of restricted publications (whether or not articles other than restricted publications are also displayed in those premises or that part of those premises).

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Private 148* is classified as:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

The classification is based on the publication's treatment of matters of sex. The magazine contains explicit photographic depictions of sexual activity between men and women, and women. It also depicts women in a variety of sexual poses. Sexual activity takes place between couples or in groups of three or four. The accompanying text is limited and sexually express.

Some of the ways in which women are presented throughout the magazine have a degrading and dehumanising effect. One of these is the magazine's sustained and often close-up focus on women's genital and anal regions, both during sexual activity, and when simply being splayed for the camera. These images have the effect of dehumanising women by presenting them purely in terms of their sexual parts, to the exclusion of any other qualities. In general, the impact of these close-up presentations is lessened by the predominance of fuller body shots.

Another element that has the effect of degrading women is the magazine's sustained presentation on ejaculate landing on and smeared over women's faces at the conclusion of the sequence of sexual activity. This degrades women because they are presented as passive receptacles of, and display surfaces for, ejaculate. The impact of these presentations is lessened by the fact that women are generally depicted as being assertive and in control of the sexual activity.

The text used in some of the photostories also has a degrading effect (for example, women are referred to as "sluts"), contributing to the impression that women are perpetually preoccupied by sex, and willing to go to any lengths to have sex. The fact that the text component of the magazine is very limited in extent reduces the degrading effect.

The rights and freedoms set out in s14 of the New Zealand Bill of Rights Act 1990 have been considered in determining this publication's classification. It is felt that the level of restriction placed on the publication's availability is reasonable, given that New Zealand society generally accepts that there is likely injury to the public good in making explicit depictions of sexual activity more broadly available.

OFLC Ref: 9900568